



China Smart: What Your Business Should Know

Philadelphia, PA
September 19, 2007
8:00 am – 3:00 pm

The Union League of Philadelphia
140 South Broad Street
Philadelphia, PA 19102
215.563.6500

**note: Union League requires business casual attire*

8:00 – 8:30 am	Registration and Continental Breakfast
8:30- 9:00 am	Welcome <i>Victor Notaro, Senior Vice President, PNC</i> <i>Samuel J. Cerrato III, Senior Int'l Trade Specialist, U.S. Commercial Service</i> Master of Ceremony <i>James Zimmerman, Chairman, American Chamber of Commerce, PRC</i> <i>Partner, Chief Representative in Beijing, Squire, Sanders & Dempsey L.L.P.</i>
9:00 – 10:15 am	China's Commercial Landscape, Current and Emerging Issues <i>Barry Friedman, Minister Counselor for Commercial Affairs</i> <i>U.S. Embassy, Beijing, China</i> <i>U.S. Commercial Service, U.S. Department of Commerce</i>
10:15 - 10:30 am	Break



10:30 – 12:15 pm **Assessing and Managing Risk and Opportunity in the Chinese Market**
Panel Moderator: *James Zimmerman, American Chamber of Commerce, PRC*

Getting Your Products to Market: Logistics & Supply Chain Considerations
Kathy Martin, International Sales Executive, FedEx

- Shipping considerations and terms
- Unique customs requirements for China (e.g. wood packaging, CCC mark, other marking)
- Importing samples

Keys to Successful Banking Practices: Trade & Risk Management
George Hoffman, Vice President, International Product, PNC and Rob Giannone, Managing Director, Foreign Exchange, PNC

- How to make sure you get paid
- Understanding local payment and cash management systems
- Hedging currency risk

Working with a Chinese Partner: How to Find, Evaluate & Motivate
James Chan, President, Asia Marketing and Management

- How to conduct due diligence in a market where information is hard to obtain and hard to confirm
- Working through tough negotiations, common tricks, pitfalls
- Cross cultural communication issues, does yes ever mean yes

Strategic Considerations for Market Entry
Margaret M. Gatti, Esq., M. Gatti & Associates

- New and existing export controls for China
- Tactical measures for different types of partnerships (rep office, JV, WOFE)

12:30 - 1:30 pm Lunch Program

Realities of the Chinese Market: Local Business Shares Hard Learned Lessons and Best Practices for Success in China
Scott Rankin, President of Vulcan Spring

1:30 – 1:35 p.m. Closing Remarks for Presentation Sessions
George Hoffman, PNC

Optional Session

1:45 - 3:00 pm	Open Breakout Session with Featured Presenters <ol style="list-style-type: none">1) Legal Considerations for Market Entry/IP registration – <i>Margaret Gatti</i>2) Due Diligence and Managing Partners – <i>James Chan</i>3) General Export Counseling – <i>International Trade Specialists of local Export Assistance Center, U.S. Commercial Service and State Trade Partners</i>4) China Financing and FX Hedging – <i>PNC</i>5) Logistics/Supply Chain – <i>FedEx</i>
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